

A high-angle, close-up photograph of a person with glasses and a white shirt, focused on typing on a silver laptop. The person's hands are the central focus, with fingers positioned over the keyboard. To the right of the laptop, a smartphone lies on a white surface, displaying a social media post with a woman's image and text. The background is a soft, out-of-focus white fabric.

2022

Media Kit

SUCCESS

The Go-To Brand for High Achievers

Compared with most digital publications, success readers are educated entrepreneurs, digital nomads and highly motivated millennials looking for the best products and services to help them level up in their careers and lives

68%

ARE
SELF-EMPLOYED

24%

OF CORPORATE
WORKERS HAVE
AN EXECUTIVE
JOB TITLE

65%

GRADUATED
FROM COLLEGE

26%

EARNED
GRADUATE-
LEVEL DEGREES
OR MORE



Welcome to SUCCESS[®]

In the world of business publications, there are many delivering content that offers enterprise-wide solutions for growing companies. There is only one that offers solutions for individuals to improve themselves. SUCCESS magazine has been the leading voice in the field of personal development since its founding in 1897.

Today, SUCCESS is more than a magazine; it is a **multi-platform media company dedicated to fostering inspiration, ideas and strategies for self-motivated professionals, company founders and solopreneurs operating in the modern gig economy.** It is the perfect partner for brands that serve and support this dynamic community. Barnes & Noble consistently ranks SUCCESS in its top five performing newsstand titles in the business category, ahead of competitive brands such as Inc, Entrepreneur and Fast Company, making SUCCESS the perfect partner for brands that serve and support this dynamic community.

SUCCESS MAGAZINE

6x
per year

100,000+
copies

**Newsstand &
subscriber**
delivery

SUCCESS ONLINE

1.2+
million monthly unique
visitors

380,000+
newsletter subscribers

4.5+
million followers

6.8+
million total reach

100,000+
weekly downloads of the
SUCCESS Podcast Network

500,000+
monthly engagements

10.5+
million monthly impressions
across platforms





\$147,237

AVERAGE
HOUSEHOLD
INCOME

47.7

MEDIAN AGE

63.31

MALE%

36.70

FEMALE %

COMMON OCCUPATIONS

29.74% Sales and Related Roles

13.33% Business and Financial Operations

11.43% Management

8.36% Education and Training

7.55% Healthcare Practitioners,
Support and Technicians

4.14% Arts, Design, Entertainment,
Sports and Media

Your Connection to a Powerful Audience

SUCCESS is the only media brand that focuses exclusively on people who take full responsibility for their own development and income. Our readers embrace the responsibility for their own long-term success and happiness, and their need to be proactive in finding the resources, tools and training to help achieve their goals.

Partnering with SUCCESS is an opportunity to:

- ▶ Align with a **brand readers love** and trust to lead them down the sales funnel
- ▶ Appeal to an **educated audience** that is browsing with purchase intent
- ▶ Connect with a **targeted demographic of entrepreneurs, startup founders, and millennials**—the largest demographic willing to spend on personal growth
- ▶ Establish a long-term partnership with **a media brand that reaches more than 7 million people** digitally each month
- ▶ Take advantage of some of the **most competitive affiliate and advertising rates** in the publishing industry

A Partnership with SUCCESS Includes:

- ▶ **High-quality content** written for conversion and search engine optimization
- ▶ **Custom-made widget designs** built for the sales funnel
- ▶ Real-time campaign **performance tracking**
- ▶ SUCCESS-sponsored PPC and organic traffic campaigns to increase **traffic** and **conversion**



Affiliate Partnership Opportunities

PROSPECTIVE PARTNERS are wise to approach marketing partnerships with media brands across multiple platforms, capturing the attention of different audience segments in a best-of-all-worlds tactic. Studies show that audiences trust print more than any other medium. Alignment with longstanding print titles creates a sense of prestige for your company or product. The nature of the medium allows for a great deal of creativity in the advertisement's design as compared to digital ads, and better ensures the highest levels of customer engagement. Print advertising also leads to digital connection: Research shows that consumers are most likely to start a new online search after viewing a magazine ad. For access to a younger, more diverse and largely female audience of entrepreneurs and growing professionals, marketers may consider placement on SUCCESS.com, which attracts north of 1.2 million unique visitors each month, or via our social channels, with more than 4.5 million cumulative followers. A bundling approach, advertising via print and digital platforms alike, ensures connection to the maximum number of potential buyers across all age groups and demographics.

- ▶ **Sponsored content** on SUCCESS.com or in SUCCESS magazine
- ▶ **Affiliate sponsorship** with cost-per-sale revenue model
- ▶ **Above-the-fold homepage** sponsored content placement
- ▶ **Instagram** Stories promotion
- ▶ Sponsored promotion on the **SUCCESS Podcast Network**
- ▶ Sponsored **newsletter takeover**



Print advertising also leads to digital connection: Research shows that consumers are most likely to start a new online search after viewing a magazine ad.



2022-2023 Print Editorial Calendar

ISSUE	THEME	MATERIALS DUE	ON SALE DATE
Jan./Feb. '22	The Anniversary Issue SUCCESS celebrates 125 years Mentorship Cultivating Focus	10/6/21	12/7/21
March/April '22	The Consistency Issue SUCCESS 125 Awards Startup Funding	12/1/21	2/1/22
May/June '22	The Pivot Issue Personal Rebranding The Future of Remote Work	2/2/22	4/5/22
July/Aug. '22	The Growth Issue Women of Influence Building an Empire	4/6/22	6/7/22
Sept./Oct. '22	The Mindset Issue Deep Focus Cultivating Joy in the Mundane	6/1/22	8/2/22
Nov./Dec. '22	The Money Issue Millionaire Mindset Awards Investing Crypto	8/3/22	10/4/22
Jan./Feb. '23	The Transformation Issue Goal Setting Revamped Vision Board	10/5/22	12/6/22

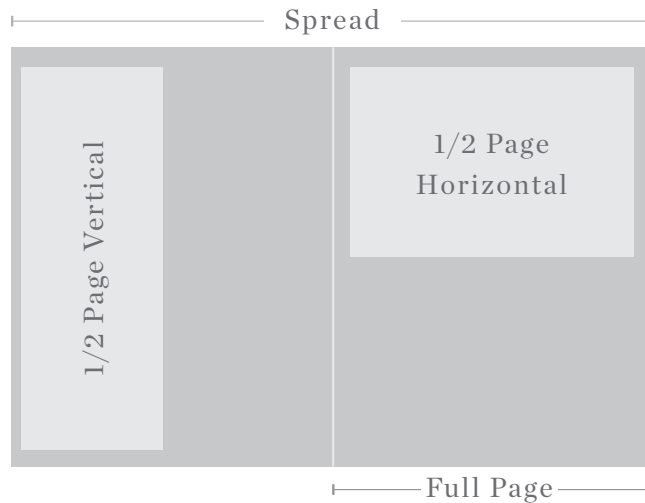
2022 Digital Editorial Calendar

	MONTHLY THEME	WEEKLY TOPIC	WEEKLY TOPIC	WEEKLY TOPIC	WEEKLY TOPIC	WEEKLY TOPIC
Jan.	Personal Finance	Budgeting	Investing	Defining Value	Increasing Income	N/A
Feb.	Sales	Rejection	Landing Big Clients	Customer Service	Communication	N/A
Mar.	Growth Mindset	Habits	Time Management	Embracing Change	Overcoming Obstacles	Student Mindset
Apr.	Entrepreneurship	Ideation	Getting Started	Hiring Top Talent	Smart Partnerships	N/A
May	People	Communication	Networking	Influence	Relationships	Listening
Jun.	Good Life	Getting Outside	Mindfulness	Happiness	Giving Back	N/A
Jul.	Business Finance	Getting Started	Regret	Forecasting	Beyond the Bottom Line	N/A
Aug.	Marketing	Newsletters	Self-Promotion	Social Media	Authenticity	Delegation
Sep.	Growth Mindset	Creativity	Failure	Inspiration	Fixed Mindset	N/A
Oct.	Entrepreneurship	Coaching	Defining Vision	Integrity	Passion	N/A
Nov.	Good Life	Stress-Relief	Movement	Work-from-Home Self-Care	Self-Talk	Journaling
Dec.	People	Setting Boundaries	Collaboration	Fighting Fair	Culture Overhaul	Feedback

Changes and Cancellations – All creative materials must be received at least five business days prior to launch of campaign. SUCCESS reserves the right to approve all ad creative and reject all ad creative it does not find appropriate.

Advertising Print Rates

4-COLOR SPACE	RATE
Spread	\$30,000
Full-page	\$12,500
1/2-page	\$7,000
Inside Back Cover	\$15,000
Inside Front Cover	\$17,000
Back Cover	\$20,000



Print File Specs

4-COLOR SPACE	LIVE (W"xH")	TRIM (W"xH")	BLEED (W"xH")
Inside Back Cover	7.625 x 10.5	8 x 10.875	8.25 x 11.125
Inside Front Cover	7.625 x 10.5	8 x 10.875	8.25 x 11.125
Back Cover	7.625 x 10.5	8 x 10.875	8.25 x 11.125

All dimensions are in inches.

4-color process only. No spot color.

Non-bleed elements must be a minimum of 3/16" from trim margin.

Include standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks within bleed area).

A contract color composite proof should accompany all ad file submissions.

All rates and advertising transactions are subject to *SUCCESS*'s terms and conditions.

Digital Specs

PLACEMENTS	AD UNIT	SPECS
ROS	Super Leaderboard	970x90
	Rectangle	300x250
	Half Page	300x600
Targeted Channel	Super Leaderboard	970x90
	Rectangle	300x250
	Half Page	300x600
Geo Targeted	Super Leaderboard	970x90
	Rectangle	300x250
	Half Page	300x600
E-Newsletter <i>Inside Success</i>		550x250
		300x250
		728x90



All rates and advertising transactions are subject to *SUCCESS*'s terms and conditions.



Connect your brand with the leader in personal development.

SUCCESS[®]

Get started today with a custom, integrated advertising package that meets your budget.

ADVERTISE@SUCCESS.COM